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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91177234
Party	Plaintiff Cardinal Health 303, Inc.
Correspondence Address	Joseph R. Dreitler Bricker & Eckler LLP 100 S. Third Street Columbus, OH 43215-4291 UNITED STATES mtrue@bricker.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Mary R. True
Filer's e-mail	trademarks@bricker.com
Signature	/Mary R. True/
Date	06/09/2009
Attachments	3Chiero Notice_pdf.pdf (25 pages)(537298 bytes)



Strategic Objective II.

Expand our core business of infusion therapy products into the Alternate Site Market.

Notes:



Why should ALARIS be in the Alternate Site Infusion market?

- It is important for ALARIS to provide a continuum of care solution as our IHDN customer's patients move from the acute hospital setting into alternate sites of care.
 - 569 IHN's representing 3,360 hospitals (51% of total);
 - 444 SNF's, 922 HH, 315 FSC
 - 45%+ growth rate

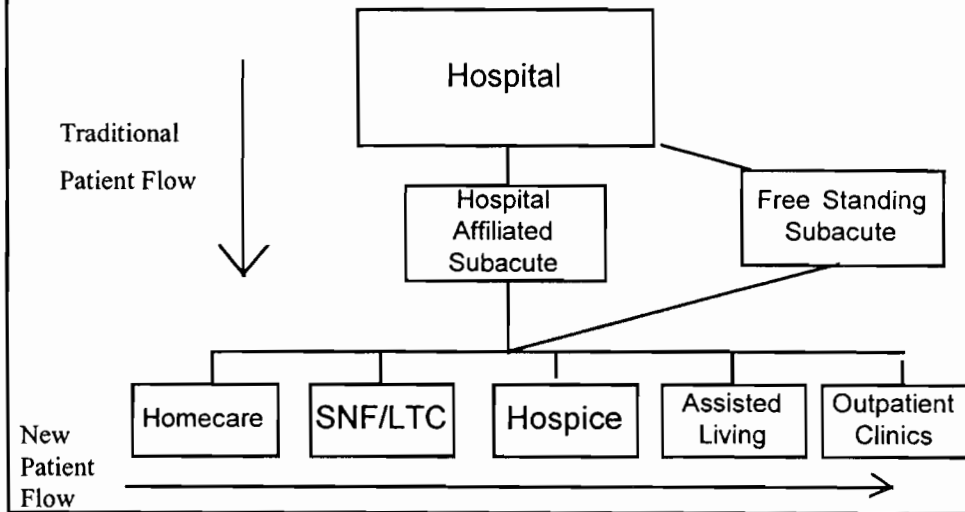
Sources: SMG 1997, Modern Healthcare May 1996

Notes:



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Continuum of Care Flow 'IHDN Model'

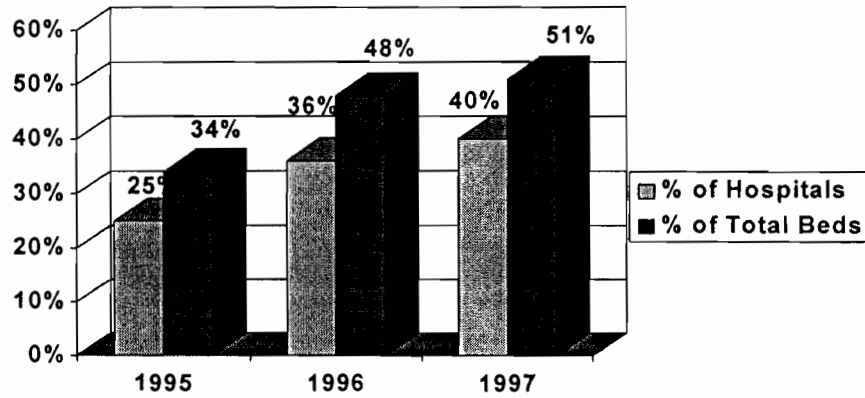


Notes:



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Increasing Market Development of IHDN Model



Source: SMG '97

Notes:



Gail Warden
President and CEO
Henry Ford Health Systems

“We’ve identified homecare as the key strategic segment within our network... it affects nearly all of our patients, whether it’s post-discharge, or in the prevention of unnecessary hospital admissions.”

Notes:



Why should ALARIS be in the Alternate Site Infusion market?

- Majority of ALARIS customers are part of an IHDN.
 - Of ALARIS' top 25 fluid delivery A accounts, 56% (14/25) are designated as an IHDN.
 - Of these top 25 accounts, majority have affiliated Alternate Site facilities;
 - Home health - 60% (15/25)
 - Hospice - 36% (9/25)
 - Subacute/SNF - 28% (7/25)

Notes:



Integrated Networks (IHDN's)

The missing link in ALARIS' strategy?

- Creating synergy with ALARIS NAM's, HSM's, Hospital and Alternate Site salesforce

“Abbott and McGaw have a complete story for IHDN's.
A good example is Abbott with the AIM pump , and
homecare partnership program”

Notes:



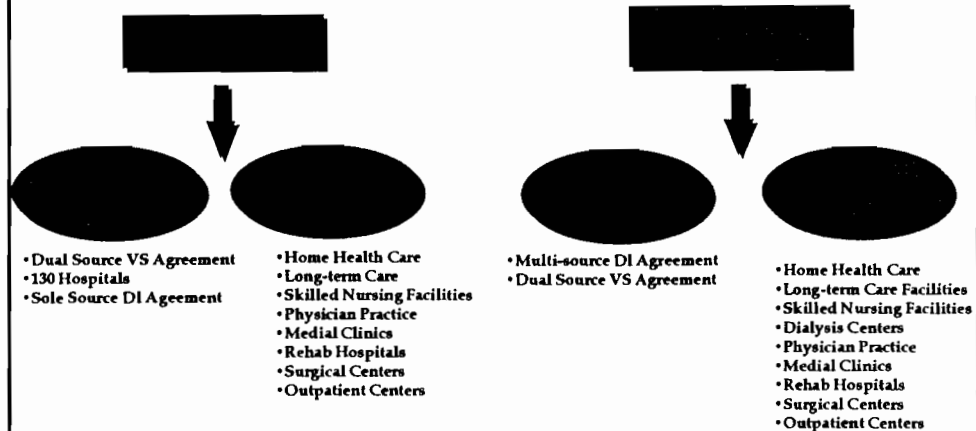
Why should ALARIS be in the Alternate Site Infusion market?

- Opportunity to grow business with pull through of National Account and GPO contracts.

Notes:



Tenet Health System



Notes:



Why should ALARIS be in the Alternate Site market?

- Alternate Site infusion is increasing in its percent of the total infusion market.

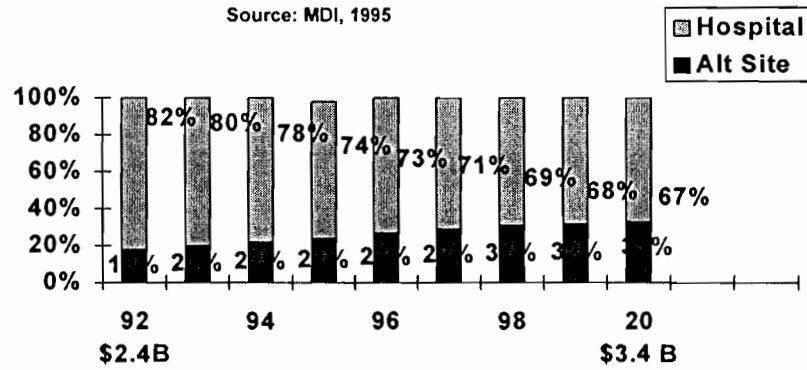
Notes:



Alternate Site's Increasing Impact

U.S. Drug/Fluid Delivery Devices & Supplies

Source: MDI, 1995

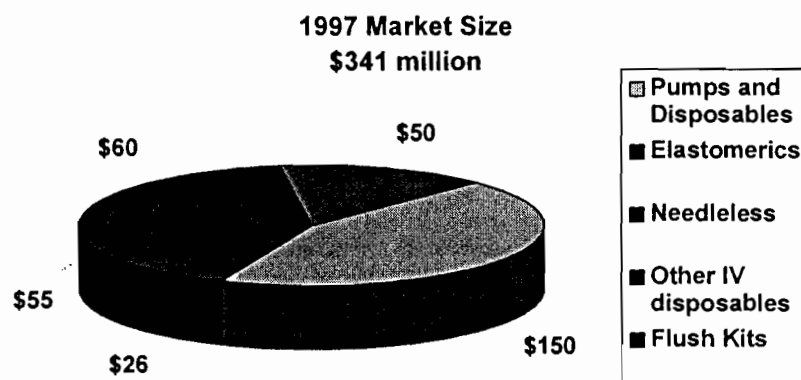


Notes:



Home Infusion Supplies Annual Revenue Estimate

Source: MDI(pump market), J.Saladow(flush kit), MDI\Internal(elastomerics), MDI(gravity IV)



Notes:



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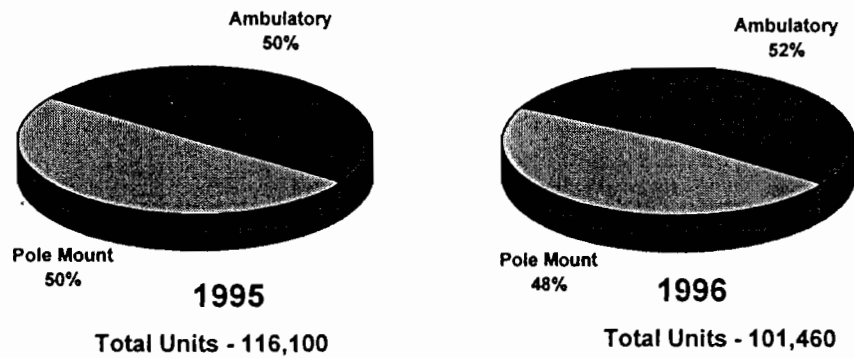
ALARIS Alternate Site Infusion 1998 Objectives

Performance Measure	1997 Result	1998 Objective	Estimated Market Size	Target Market Share
SmartSite	\$5 million	\$2.2 million	\$55 million	4%
ReadyMED	\$2.0 million	\$3.1 million	\$26 million	12%
DI Instruments/Sets	\$5.5 million	\$4.85 million	\$150 million	3%
Total	\$8.0 million	\$10.2 million	\$231 million	4%

Notes:



Pole Mount Vs. Ambulatory Installed Base - Home Infusion 1995 Vs. 1996



Source: MDI '97

Notes:



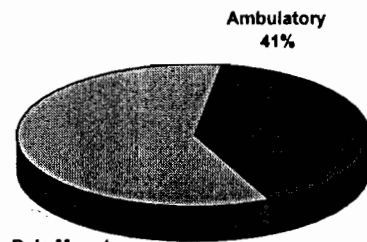
Pump Placements

Pole Mount Vs. Ambulatory

Home Infusion

1995 Vs. 1996

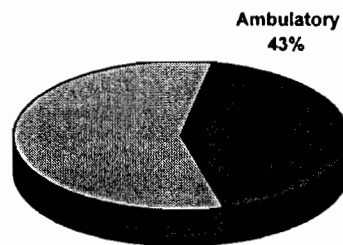
Source: MDI 1997



Pole Mount
59%

1995

25,967 Placements



Pole Mount
57%

1996

25,219 Placements

Source: MDI '97

Notes:



Pump Placements Estimated Total Alternate Site Infusion Market

• Home Infusion Market	(1997 est.)
– Ambulatory	12,500 units
– Polemount	13,300 “
• Subacute\SNF	
– Ambulatory	1,500 “
– Polemount	<u>7,000</u> “
Total Alt. Site Market	34,300 units

Source: MDI '97

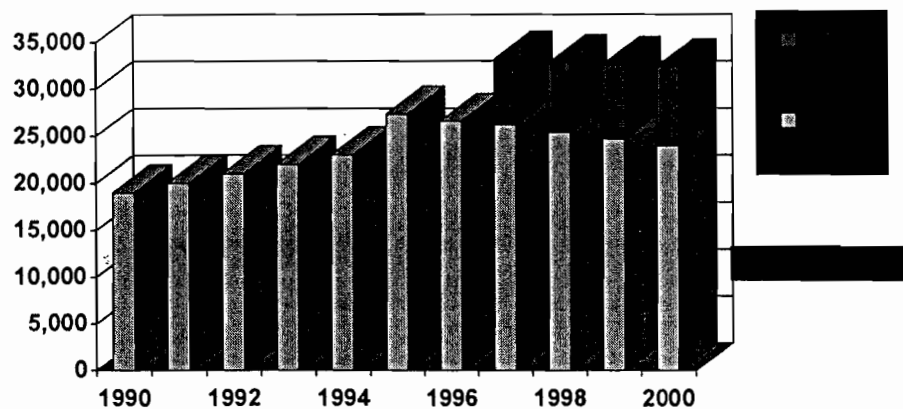
Notes:



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Total Pump Placements Home Infusion

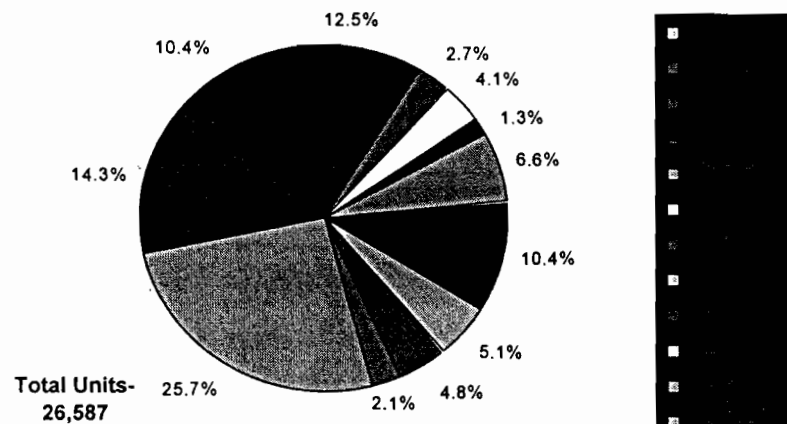
1990 - 1996 (actual), 1997 - 2000 (est.)



Notes:



Total Pump Placements Market Share - Home Infusion 1996



Source: MDI '97

Notes:



Strategy Detail and Product Map for Alternate Site Infusion

Notes:



Expand Core Infusion Products into the Alternate Site Market

I. Develop Ramp & Taper program for Signature product by Q4 '98

- Expands SE into home infusion segment
- Position as Alternate Site continuum of care
solution to IHDN's/GPO's
 - Complete IHDN story with Signature series
- Fills gap in product line prior to Tristar\Orion
series

Notes:



Signature Edition Forecast Summary

Forecast;	5 Year Cumulative
Market Share	10% (peak)
Pump Units	6,243
Set Units (000's)	1,397
Total Revenue (000's)	\$13,406

Notes:



Expand Core Infusion Products into the Alternate Site Market

II. Develop R & T on Orion-based LVP's

- Tristar ASC, Orion LVP
- Target Set ASP of \$2 - \$3
- Standard Interface
- Continuum of care story (IHDN's)
- Compete effectively in Alternate Site LVP segment
- Key component to Home Telemedicine strategy

Notes:



Filling the Disposable Product Pipeline

III. Support & Expand disposable product line.

- Flow controlled gravity sets
- Controlled rate gravity sets
- Standard ReadyMED
- Chemo ReadyMed

Notes:



Gravity Sets

Description;

- Key applications; antibiotics, hydration
- Position as more cost-effective, simpler method versus elastomerics, and electronic pumps
- Two lines;
 - Fixed rate - Full sets, and Extension sets calibrated to Baxter, Abbott, Braun,
 - Controlled rate sets (CONMED)

Forecast;

5 Year Cumulative

Share of market

21% (ab)

30% (hyd)

Units (000's)

4,846

Revenue (000's)

\$12,656

Notes:



Standard ReadyMED Forecast

I. Standard ReadyMED	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>
Total Units (000's)	596	739	1059	1366	1529
ASP	\$ 5.25	\$ 4.99	\$ 4.74	\$ 4.50	\$ 4.28
Rev \$ (000's)	\$ 3,126	\$ 3,684	\$ 5,016	\$ 6,148	\$ 6,540
Std. Cost Per Unit	\$ 3.00	\$ 2.85	\$ 2.70	\$ 2.55	\$ 2.40
Gross Margin \$	\$ 1,340	\$ 1,579	\$ 2,158	\$ 2,665	\$ 2,869
Gross Margin %	43%	43%	43%	43%	44%

Notes: